ORDER

WAVY

Orders	**Order / Rev:**	**197160**		
	Alt Order #:	06839787		
	Product Desc:	8/14-8/20 PAUL HIRSCHBIEL		
	Estimate:	1553		
	Flight Dates:	08/14/12 - 08/20/12	Primary AE:	Petry Philadelphia
	Original Date / Rev:	08/08/12 / 08/08/12	Sales Office:	P-PHI
	Order Type:	REG	Sales Region:	Nat
Agency	**Name:**	**Greer Margolis & Mitchell**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Avenue Northwest	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	**Name:**	**POL/Hirschbiel for Congress (D)**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL1	Order Separation:	00:15:00
	Priority:	P3	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-CAND	Agency External ID:	IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	33	$23,800.00	$20,230.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	33	$23,800.00	$20,230.00	0.00
Totals	33	$23,800.00	$20,230.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WAVY	34%	$23,800.00
Market	100%	$70,000.00

Competitive Share	Share	Total
CABLE	0%	$0.00
NFLWS	0%	$0.00
UNKWN	0%	$0.00
WGNT	0%	$0.00
WHRO	0%	$0.00
WPEN	0%	$0.00
WPXV	0%	$0.00
WTKR	23%	$16,100.00
WTVZ	2%	$1,400.00
WVBT	7%	$4,900.00
WVEC	34%	$23,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WAVY	08/14/12	08/17/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	-TWTF--	:30	1	$500.00	P1	0.00 NM	1	$500.00
	WAVY NEWS 10 @ SUNRISE													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	1	$500.00	0.00								
E 2	WAVY	08/14/12	08/17/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	-TWTF--	:30	1	$1,500.00	P1	0.00 NM	1	$1,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
	WAVY NEWS 10 TODAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	1	$1,500.00	0.00								
E 3	WAVY	08/14/12	08/17/12	Today Show M-F Today Show M-F	CM	7a-9a	-TWTF--	:30	2	$1,500.00	P1	0.00 NM	2	$3,000.00
	TODAY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	2	$1,500.00	0.00								
E 4	WAVY	08/18/12	08/18/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	$400.00	P2	0.00 NM	1	$400.00
	WAVY NEWS 10 SATURDAY MORNING													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-----S-	1	$400.00	0.00								
E 5	WAVY	08/19/12	08/19/12	WAVY News 10 Sunday WAVY News 10 Sunday 7a	CM	7a-8a	------S	:30	1	$400.00	P2	0.00 NM	1	$400.00
	WAVY NEWS 10 SUNDAY MORNING													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	------S	1	$400.00	0.00								
E 6	WAVY	08/14/12	08/17/12	Today Show 2 Today Show 2	CM	9a-10a	-TWTF--	:30	1	$350.00	P2	0.00 NM	1	$350.00
	TODAY SHOW 2													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	1	$350.00	0.00								
E 7	WAVY	08/14/12	08/17/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	-TWTF--	:30	1	$250.00	P2	0.00 NM	1	$250.00
	WAVY NEWS 10 @ NOON													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	1	$250.00	0.00								
E 8	WAVY	08/14/12	08/17/12	M-F 2-3p The Doctors	CM	2-3p	-TWTF--	:30	1	$150.00	P3	0.00 NM	1	$150.00
	THE DOCTORS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	1	$150.00	0.00								
E 9	WAVY	08/14/12	08/17/12	M-F 4-5p M-F 4-5p	CM	4p-5p	-TWTF--	:30	1	$250.00	P3	0.00 NM	1	$250.00
	ANDERSON COOPER													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	1	$250.00	0.00								
E 10	WAVY	08/14/12	08/17/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	-TWTF--	:30	2	$900.00	P2	0.00 NM	2	$1,800.00
	WAVY NEWS 10 @ 5PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	2	$900.00	0.00								
E 11	WAVY	08/14/12	08/17/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	-TWTF--	:30	2	$900.00	P2	0.00 NM	2	$1,800.00
	WAVY NEWS 10 @ 530PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	2	$900.00	0.00								
E 12	WAVY	08/14/12	08/17/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	-TWTF--	:30	1	$1,500.00	P2	0.00 NM	1	$1,500.00
	WAVY NEWS 10 @ 6PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-TWTF--	1	$1,500.00	0.00								
E 13	WAVY	08/18/12	08/18/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	$500.00	P1	0.00 NM	1	$500.00
	WAVY NEWS 10 SATURDAY @ 6PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	-----S-	1	$500.00	0.00								
E 14	WAVY	08/19/12	08/19/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	------S	:30	1	$500.00	P1	0.00 NM	1	$500.00
	WAVY NEWS 10 SUNDAY @ 6PM													

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 14	WAVY	08/19/12	08/19/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	------S	:30	1	$500.00	P1	0.00 NM	1	$500.00
	WAVY NEWS 10 SUNDAY @ 6PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/13/12	08/19/12	------S	1	$500.00	0.00								
E 15	WAVY	08/14/12	08/17/12	LN M-F M-F News 10 @11	CM	11p-1130p	-TWTF--	:30	2	$1,200.00	P2	0.00 NM	2	$2,400.00
	WAVY NEWS 10 @ 11PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/13/12	08/19/12	-TWTF--	2	$1,200.00	0.00								
E 16	WAVY	08/14/12	08/17/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	-TWTF--	:30	1	$350.00	P2	0.00 NM	1	$350.00
	THE TONIGHT SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/13/12	08/19/12	-TWTF--	1	$350.00	0.00								
E 17	WAVY	08/20/12	08/20/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	M------	:30	1	$500.00	P1	0.00 NM	1	$500.00
	WAVY NEWS 10 @ SUNRISE													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$500.00	0.00								
E 18	WAVY	08/20/12	08/20/12	Today Show M-F Today Show M-F	CM	7a-9a	M------	:30	1	$1,500.00	P1	0.00 NM	1	$1,500.00
	TODAY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$1,500.00	0.00								
E 19	WAVY	08/20/12	08/20/12	Today Show 2 Today Show 2	CM	9a-10a	M------	:30	1	$350.00	P2	0.00 NM	1	$350.00
	TODAY SHOW 2													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$350.00	0.00								
E 20	WAVY	08/20/12	08/20/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M------	:30	1	$250.00	P2	0.00 NM	1	$250.00
	WAVY NEWS 10 @ NOON													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$250.00	0.00								
E 21	WAVY	08/20/12	08/20/12	M-F 2-3p The Doctors	CM	2-3p	M------	:30	1	$150.00	P3	0.00 NM	1	$150.00
	THE DOCTORS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$150.00	0.00								
E 22	WAVY	08/20/12	08/20/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M------	:30	1	$250.00	P3	0.00 NM	1	$250.00
	ANDERSON COOPER													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$250.00	0.00								
E 23	WAVY	08/20/12	08/20/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	M------	:30	1	$900.00	P2	0.00 NM	1	$900.00
	WAVY NEWS 10 @ 5PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$900.00	0.00								
E 24	WAVY	08/20/12	08/20/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	M------	:30	1	$900.00	P2	0.00 NM	1	$900.00
	WAVY NEWS 10 @ 530PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$900.00	0.00								
E 25	WAVY	08/20/12	08/20/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	M------	:30	1	$1,500.00	P2	0.00 NM	1	$1,500.00
	WAVY NEWS 10 @ 6PM													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	08/20/12	08/26/12	M------	1	$1,500.00	0.00								
E 26	WAVY	08/20/12	08/20/12		CM	11p-1130p	M------	:30	1	$1,200.00	P2	0.00 NM	1	$1,200.00

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				LN M-F M-F News 10 @11										
	WAVY NEWS 10 @ 11PM													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	08/20/12	08/26/12	M------	1	$1,200.00	0.00							
E 27	WAVY	08/20/12	08/20/12	Tonight Show/Jay Leno CM Tonight Show w/Leno		1134p-1237a	M------	:30	1	$350.00	P2	0.00 NM	1	$350.00
	THE TONIGHT SHOW													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	08/20/12	08/26/12	M------	1	$350.00	0.00							
E 28	WAVY	08/14/12	08/17/12	Late Night/Jimmy Fallon CM Late Night w/Jimmy Fallon		1237a-136a	-TWTF--	:30	1	$150.00	P1	0.00 NM	1	$150.00
	JIMMY FALLON													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	08/13/12	08/19/12	-TWTF--	1	$150.00	0.00							
E 29	WAVY	08/20/12	08/20/12	Late Night/Jimmy Fallon CM Late Night w/Jimmy Fallon		1237a-136a	M------	:30	1	$150.00	P1	0.00 NM	1	$150.00
	JIMMY FALLON													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	08/20/12	08/26/12	M------	1	$150.00	0.00							
												Totals	33	$23,800.00